

Application No.10/700,259  
Amendment dated August 29, 2005  
Reply to Office Action dated June 29, 2005

### REMARKS/ARGUMENTS

Applicants respectfully requests the Examiner to reconsider the pertinency of the cited reference U. S. Patent No.5,868,367 by Smith. The Smith display stand has a main body 11 which is sleeve-shaped consisting of a pedestal 13 and a superstructure 14. The pedestal 13 is a formed by a front board having portions 15e, 19e and 22e which may be folded to form the pedestal. The front board is connected to rear board 19f by two foldable side panels 15a and 15b. The side panels may be folded such that the front board will lie flat on top of the rear board in a collapsed condition. The upper portion of the rear board 19f has two rectangular side extensions 19a and 19b which may be folded forwards to form the sleeve-shaped upper portion of the display and the pedestal 13 is mounted to extensions 19a and 19b after they have been folded forward. The Smith device is not a self-erecting stand since it must be assembled manually by folding various parts together to form the pedestal and the sleeve-shaped upper portion. The elastic cords 12a and 12b merely serve to retain the pedestal in the mounted position.

On the other hand, Applicants' device is a self-erecting device which may be erected from the folded collapsed condition by merely by raising the device in the folded condition upwards. The elastic cords would cause the device to unfold to the erected condition. The crux of the Applicants' present invention resides in the combination of a vertical planar board which is foldable along horizontal fold lines to a collapsed condition; two mutually parallel vertical elongated easel panels located at a rear surface of the vertical planar board; the easel

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panels are foldable to lie in a flat condition juxtaposed to the rear surface of the vertical planar board; a stabilizing supporting base located at the bottom front portion of the vertical planar board; and elastic cord means connected between side panels of the base, which are in an elastic tension when the side panels of the base are folded in the collapsed condition.

First of all, there is no equivalent of a vertical planar in the Smith device which may be folded along horizontal lines to a collapsed condition. If the front board (namely consisting of 15e, 19e and 22e) is considered as a vertical planar board. It does not fold to collapsed condition but rather it may be folded to an erected condition to form the pedestal 13 and unfolded to form the board. If the rear board 19f is considered as a planar board, then it is not foldable along horizontal fold lines to a collapsed condition. Furthermore, there is no mutually parallel vertical elongated easel panels located at the rear surface of the vertical planar board. The side portions 19c and 19d are located neither at the rear surface of the front board nor the rear board, and they are not foldable along joint lines to lie in a flat condition juxtaposed to the rear surface of the vertical board and then foldable along the same horizontal fold lines together with the vertical planar board. Moreover, the elastic cords 12a and 12b are connected between the middle portion 19e of the front board and a boss 28 at the base rather than connected to the side panels as in Applicants' device. For the above reasons, Applicants' device and the Smith device are totally

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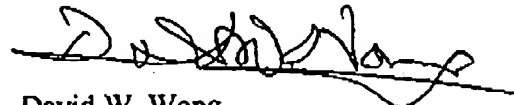
different in construction and operation and the broad Claim 1 of Applicants' present application is not readable on the Smith device as outlined above. Similarly, Claims 2 to 14 defining other particular features of Applicants' device which are totally absent in the Smith device, are distinguishable therefrom.

Claims 1 to 4, 7 to 11, 13 and 14 of the present application have been amended as indicated above to recite specifically a "vertical planar board" which clearly distinguishes over either the front board or the rear board of the Smith device.

Therefore, it is respectfully submitted that the claims of the application as now amended are clearly distinguishable over the cited Smith reference.

Favorable reconsideration and early allowance of the application as now amended are respectfully solicited.

Respectfully submitted,



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